The listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims:</u>

1. (Currently amended) A network for coordinating the distribution of products from a plurality of product <u>manufacturers</u> ~~suppliers~~ to consumers wherein each of said <u>manufacturers</u> ~~suppliers~~ is an entity having at least one distribution channel that involves a retail establishment, comprising a server comprising

a graphical consumer interface accessible by consumers over the internet configured to display product information to consumers for products from said plurality of <u>manufacturers</u> ~~suppliers~~ and to receive product orders from consumers <u>directly</u> to any of said plurality of <u>product manufacturers</u> ~~suppliers~~; and

an order flow controller configured to selectively route <u>said</u> consumer product orders for one or more products of a given <u>product manufacturer</u> ~~supplier~~ among said plurality of ~~suppliers~~ <u>product manufacturers</u> from said graphical interface to said given <u>product manufacturer</u> ~~supplier~~ or to one or more retailers identified by said given <u>product manufacturer</u> ~~supplier~~ in accordance with the fulfillment policies selected by said given <u>product manufacturer</u> ~~supplier~~;
wherein said fulfillment polices are selected from:
    i) not accepting a customer product order <u>by any retailer or by said given product manufacturer</u>;
    ii) fulfilling a customer product order by said given <u>product manufacturer</u> ~~supplier~~; and
    iii) <u>fulfilling a customer product order by</u> routing [[a]] <u>the</u> customer product order to a product order list accessible by said given <u>product manufacturer</u> ~~supplier or~~ <u>and/or</u> by one or more retailers identified by said given <u>product manufacturer</u> ~~supplier~~ <u>for fulfillment by any of said retailers or by said given product manufacturer</u>.

2. Canceled.

3. (Currently amended)   The network of claim 1 wherein the order flow controller is configured to not accept consumer orders for one or more products of a given product manufacturer ~~supplier~~.

4. (Currently amended)   The network of claim 1 wherein the order flow controller is configured to route consumer product orders for one or more products of a given product manufacturer ~~supplier~~ to a product order list accessible by said given product manufacturer ~~supplier~~ or by one or more retailers identified by said given product manufacturer ~~supplier~~.

5. (Currently amended)   The network of claim 4, further comprising a back room manager configured to remove product orders from the product order list upon receipt of a fulfillment acceptance indication from a retailer or product manufacturer ~~supplier~~.

6. (Currently amended)   The network of claim 5, wherein the back room manager is configured to enable the given product manufacturer ~~supplier~~ to fulfill selected product orders identified on the product order list.

7. (Currently amended)   The network of claim 6, wherein the back room manager is configured to enable the given product manufacturer ~~supplier~~ to fulfill selected product orders identified on the product order list only after a preselected period of time has passed since the product order was received.

8. (Currently amended)   The network of claim 1 wherein the consumer interface is configured to display price and availability information for the products of each of the product manufacturers ~~suppliers~~ organized by product category.

9. (Currently amended)   The network of claim 8, further comprising a search

engine configured to enable a consumer to search through the products of a given category by product manufacturer supplier, by product type, by product feature, or by a combination of two or more of these identifiers.

10. (Previously presented)   The network of claim 1 wherein the consumer interface is configured to enable a consumer to display selected product representations in a separate scratch pad window.

11. (Previously presented)   The network of claim 10, wherein the consumer interface is configured to enable a consumer to remove product representations from the scratch pad window.

12. (Previously presented)   The network of claim 10, wherein the consumer interface is configured to enable a consumer to drag a selected product representation from a product previews window to the scratch pad window,

13. (Previously presented)   The network of claim 12, wherein the consumer interface is configured to enable a consumer to initiate a product order from the scratch pad window or from the product preview window, or from both windows.

14. (Previously presented)   The network of claim 1 further comprising a price filter configured to transmit product price information and product availability information to the consumer interface.

15. (Currently amended)   The network of claim 14, wherein the price filter is configured to transmit product manufacturer supplier specified product prices.

16. (Currently amended)   The network of claim 15, wherein the price filter is configured to transmit retailer specified product prices during certain product manufacturer supplier selected periods of time.

17. (Previously presented)   The network of claim 16, wherein the price filter is configured to transmit only a selected number of the lowest retailer specified product prices.

18. (Currently amended)   The network of claim 1 further comprising an escrow account manager configured to retain consumer payments for a period of time selected by said given <u>product manufacturer</u> ~~supplier~~ and to distribute retained funds.

19. (Previously presented)   The network of claim 18, wherein the escrow account manager is configured to distribute retained funds to an entity that shipped a product to a consumer.

20. (Currently amended)   The network of claim 18, wherein the escrow account manager is configured to distribute funds retained for a given product order to a <u>product manufacturer</u> ~~supplier~~ that fulfilled the given product order, one or more retailers identified by that <u>product manufacturer</u> ~~supplier~~, or to a combination of <u>product manufacturer</u> ~~supplier~~ and one or more of said retailers.

21. (Currently amended)   A method for coordinating the distribution of products from a plurality of product <u>manufacturers</u> ~~suppliers~~, wherein each of said <u>product manufacturers</u> ~~suppliers~~ is an entity having at least one distribution channel that involves a retail establishment, to consumers from a network comprising a server comprising a graphical consumer interface accessible over the internet, comprising:

providing access to said graphical consumer interface by consumers over the internet, said interface configured to display product information to consumers for products from said plurality of <u>product manufacturers</u> ~~suppliers~~ and configured to receive consumer product orders <u>directly</u> from consumers to any of said <u>product manufacturers</u> ~~suppliers~~ on behalf of a plurality of <u>product manufacturers</u> ~~suppliers~~;

receiving at said graphical consumer interface consumer product orders over the internet for products of one or more of the plurality of <u>product manufacturers</u> ~~suppliers~~ from consumers to any of said <u>product manufacturers</u> ~~suppliers~~;

selectively routing customer product orders for one or more products of a given product manufacturer ~~supplier~~ among said plurality of product manufacturers ~~suppliers~~ from said graphical interface over the internet to said given product manufacturer ~~supplier~~ or to one or more retailers identified by said given product manufacturer ~~supplier~~ in accordance with the fulfillment policies selected by said given product manufacturer ~~supplier~~

wherein said fulfillment polices are selected from:

i) not accepting a customer product order by any retailer or by said given product manufacturer;

ii) fulfilling a customer product order by said given product manufacturer ~~supplier~~; and

iii) fulfilling a customer product order by routing [[a]] the customer product order to a product order list accessible by said given product manufacturer ~~supplier or~~ and/or by one or more retailers identified by said given product manufacturer ~~supplier~~ for fulfillment by any of said retailers or by said given product manufacturer.

22. Canceled.

23. (Currently amended)   The method of claim 21 wherein consumer orders for one or more products of said given product manufacturer ~~supplier~~ are not accepted.

24. (Currently amended)   The method of claim 21 wherein consumer product orders for one or more products of said given product manufacturer ~~supplier~~ are routed to a product order list accessible by said given product manufacturer ~~supplier~~ or by one or more retailers identified by said product manufacturer ~~supplier~~.

25. (Currently amended)   The method of claim 24, further comprising removing product orders from the product order list upon receipt of a fulfillment acceptance indication from a retailer or said given product manufacturer ~~supplier~~.

26. Canceled.

27. (Currently amended)   The method of claim 25, further comprising enabling said given supplier to fulfill product orders selected by said given product manufacturer ~~supplier~~ identified on the product order list only after a preselected period of time has passed since the product order was received.

28. (Currently amended)   The method of claim 21 wherein price and availability information for the products of each of said product manufacturers ~~suppliers~~ are organized by product category.

29. (Currently amended)   The method of claim 28, further comprising enabling a consumer to search through the products of a given category by product manufacturer ~~supplier~~, by product type, by product feature, or by a combination of two or more of these identifiers.

30. (Previously presented)   The method of claim 21 further comprising enabling a consumer to display selected product representations in a separate scratch pad window.

31. (Original)   The method of claim 30, further comprising enabling a consumer to remove product representations from the scratch pad window.

32. (Original)   The method of claim 30, further comprising enabling a consumer to drag a selected product representation from a product previews window to the scratch pad window.

33. (Original)   The method of claim 32, further comprising enabling a consumer to initiate a product order from the scratch pad window or from the product preview window, or from both windows.

34. (Previously presented)   The method of claim 21 further comprising

transmitting product price information and product availability information to the consumer interface.

35. (Currently amended)   The method of claim 34, wherein product manufacturer ~~supplier~~ specified product prices are transmitted.

36. (Currently amended)   The method of claim 35, wherein retailer specified product prices are transmitted during certain product manufacturer ~~supplier~~ selected periods of time.

37. (Original)   The method of claim 36, wherein only a selected number of the lowest retailer specified product prices are transmitted.

38. (Currently amended)   The method of claim 21 further comprising retaining consumer payments for a period of time selected by said given product manufacturer ~~supplier~~ and to distribute retained funds.

39. (Original)   The method of claim 38, further comprising distributing retained funds to an entity that shipped a product to a consumer.

40. (Currently amended)   The method of claim 38, further comprising distributing funds retained for a given product order to a product manufacturer ~~supplier~~ that fulfilled the given product order, one or more retailers identified by that product manufacturer ~~supplier~~, or to a combination of product manufacturer ~~supplier~~ and one or more of said retailers.

41-47. Cancelled.